

# THE MILL WHISTLE

*Fieldcrest*  
FASHIONS FOR BED AND BATH



*Karastan*  
EMERALD FINEST POWER LOOMED RUG

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## Community Fund Campaign To Open



**CERTIFICATE OF RECOGNITION** to Fieldcrest Mills, Inc. from the National Wholesale Dry Goods Association is presented to President Harold W. Whitcomb (right) by S. L. Mendel of H. Mendel & Co., Atlanta, Ga., NWDGA regional vice president.

DAILY NEWS RECORD Photo by Nick Machalaba

### Fieldcrest Wins National Award

For having contributed most for the furtherance of dry goods wholesaling last year, Fieldcrest Mills, Inc., has been awarded a Certificate of Recognition by the National Wholesale Dry Goods Association.

The award was made at a luncheon at the Statler Hotel in New York January 15 during the NWDEA's 31st annual convention which was attended by outstanding wholesalers from all over the nation.

#### Accepts on Behalf of Mills

President Harold W. Whitcomb accepted the award on behalf of the Company in a presentation made by S. L. Mendel, of H. Mendel & Co., Atlanta, Ga., a regional vice president of the NWDGA.

In accepting dry goods wholesaling's highest honor for our mills, Mr. Whitcomb traced the development of Fieldcrest and its marketing policies and discussed the important place held by wholesalers in our distribution set-up. Frederic W. Hoyt, president of Fieldcrest, Division of Fieldcrest Mills, Inc., cited increased business resulting from dealing with wholesalers. He said Fieldcrest's distribution through whole-

salers has risen sharply since 1955 and predicted that the Company will make further gains through dealing with wholesalers on a partnership basis.

A reemphasis on the importance of wholesaling was keynoted by speakers throughout the convention. Presentation of the award to Fieldcrest was seen as significant in that it did much to focus the interest and faith of manufacturers on the value of wholesaling in the over-all distribution medium.

### Payroll Dept. Preparing Withholding Statements

W-2 forms, employees federal income tax withholding statements for 1957, are being prepared in the Payroll Dept. and will be distributed in the mills to all active employees by the end of the month.

The W-2 forms for persons out sick or laid off will be mailed to them through the United States mail by January 31.

The forms likewise will be sent through the U. S. mail to the last known address of all other persons who worked any at all during the year but who are now terminated from the payroll.

### Day's Pay Per Employee Is Goal At Fieldcrest

Fieldcresters will have a prominent part in the Community Fund Campaign to be conducted in the Tri-Cities February 9-22. The community-wide goal is \$38,918,-74, representing the approved budget needs of the several worthy health and welfare agencies serving local people.

Robert A. Harris, vice president, manufacturing, will head the campaign at Fieldcrest. He has named the following to serve with him as a general planning committee: R. H. Hair, C. F. Kelly, W. B. Lucas, J. W. Norman and Roger Wilkes.

As in the past, the superintendents will have charge of the drive in their mills. A canvas will be made in each department, offering every employee an opportunity to share in the campaign. The mill managers will direct the solicitation among clerical and other salaried employees.

The suggested schedule of giving is one day's pay. At Fieldcrest, the donation may be a pledge for an amount (Continued on page four)

### Program To Feature Management Report

Management reports will be presented at a joint meeting of the Carolina Cooperative Council and the Junior Council at Consolidated Central Y. M.-C. A., at Spray, Thursday evening, January 30,, starting at 7:30 o'clock.

During the program, President Harold W. Whitcomb and other officers of the Company will review the Company's operations during the past year and will discuss the business outlook for Fieldcrest Mills, Inc., in 1958.

Notices announcing the meeting have been mailed to members of the two councils.

The January meeting, featuring reports by Company officers, is always a highlight of the Council's program year. A large attendance is expected at the forthcoming meeting.